

# Working with the Media

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# Presentation Objectives

- Identify, define and examine types of media
- Examine importance of messaging
- Identify and define media materials
- Examine strategies for media interviews
- Learn how to prepare for media events
- Learn other tips for working with media
- Explore creative ideas for sustaining media

# Types of Media

- Why utilize media?
- Public Service
  - Public service announcements
- Earned
  - Press conference
- Paid
  - Billboard, commercials

# Public Service Media

- Definition
- Pros
- Cons



# Earned Media

- Definition
- Pros
- Cons

# Paid Media

- Definition
- Pros
- Cons

# Messaging

- Research
  - Target audience
  - Data
- Branding
- Logos
- Platforms

# Social Norming as a Media Platform

- Definition
- Pros
- Cons



# Media Materials

- PSA
- Release
- Advisory
- Letter to the editor
- Op-Ed article
- Fact sheets/ talking points
- Press ready materials

<http://www.nhtsa.dot.gov/buckleup/ciot-planner/planner07/>

# Media Interviews

- Bill of rights
- Answering questions
- Trick questions
- Preparing
- Dos and don'ts
- Create key messages

# Media Events

- Coordination is key!
- Location
- Timing
- Materials
- Visuals, activities
- Speakers/interviews
- Frame your issue

# Sustaining Media Coverage

- Statistics
- New spin on an old message
- Capitalize on opportunities
- Develop relationships
- Requires creativity
- Examples



# Summary

- Media is an important tool in achieving your goals
- Utilize a variety of media types and materials
- Plan and evaluate your media program
- Use creativity to sustain media coverage

# Thank you!

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